

ABSTRACT

Employee engagement is something that companies need to pay attention to because it is related to operational companies. Employee engagement is an important contributor to employee retention, customer satisfaction and performance. If the sense of corporate attachment is higher than the company to increase the industry average in the company's growth. An employee who supports the work and work environment in the company, the employee will work as well as possible to contribute to the company. At this time the company is better to consider the attachment to its employees because agreeing that employees have a higher sense of attachment will benefit the company.

The purpose of this study is to determine the effect of leadership and organization culture on employee engagement at Perum BULOG Divre Jabar Bandung. The sample in this research is as many as 62 respondents. The research method used is descriptive and verifikative. Data collection techniques are observation, interview, and kusioner distribution. Data analysis method used is multiple linear regression analysis, multiple correlation analysis, and coefficient of determination.

The result of research shows that leadership, and organization culture at Perum BULOG Divre Jabar Bandung have influence equal 57,4% to increase employee engagement. Viewed from the coefficient of determination in partial leadership gives the effect on employee engagement of 25,2%. While organization culture give influence to employee engagement equal to 32,1%

Keywords: *Leadership, Organization Culture, Employee Engagement*